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DICKINSON
MCCORMACK
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A Professional Corporation

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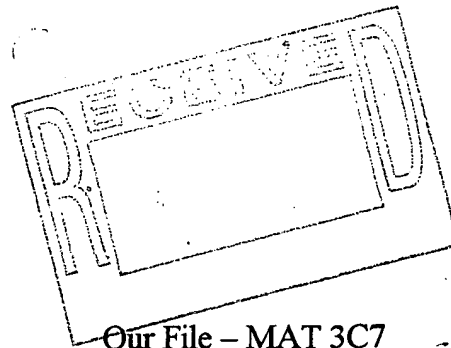
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5-25-99

06-02-1999



101053064



May 21, 1999

Assistant Commissioner for Patents
Box ASSIGNMENT
 Washington, D.C. 20231

RECORDATION FORM COVER SHEET
PATENTS ONLY

Sir:

Enclosed for recordation in the records of the U.S. Patent and Trademark Office are original documents with particulars as follows.

(1) Name of conveying parties: Jill E. Barad, Jeanette Corcuera, Greg Vineyard, Darian Paterski, Joe Scully, John Watson, Roy Kaneshiro, Brian Channell, Jean Chu, Nancie Martin, Simon Cheung Shu Keung, and Li Tak Chee.

Please note that the proper spelling of Mr. Keung's name is "Keung."

03/15/2001 SSITHIB1 00000064 09804664

02 FC:581

40.00 DP

(2) Name and address of receiving party: Mattel, Inc., 333 Continental Blvd., El Segundo, California 90245.

(3) The nature of the conveyance are assignments which were executed April 28, 1999, May 5, 1999, May 6, 1999, May 7, 1999, May 10, 1999, and May 18, 1999.

(4) This document is being filed in connection with U.S. Patent Application Serial No. 09/183,323, filed October 30, 1998.

11033 U.S. PTO
 09/804664
 03/12/01

05/28/1999 DNGUYEN 00000143 09183323

40.00 DP

01 FC:581

(5) Any and all correspondence concerning this document should be addressed and mailed to the following.

Charles H. DeVoe
Kolisch, Hartwell, Dickinson, McCormack & Heuser
520 S.W. Yamhill Street, Suite 200
Portland, Oregon 97204

(6) The total number of patent applications involved in this conveyance is one.

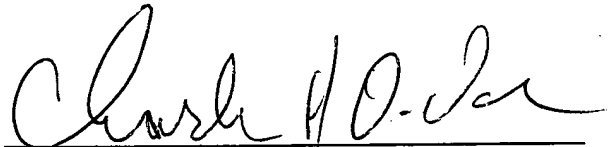
(7) Our check in the amount of \$40.00 to cover the recordation fee is enclosed, in accordance with 37 C.F.R. § 3.41.

(8) Please charge our Deposit Account No. 11-1540 for any additional fees which may be required. A duplicate of this sheet is enclosed.

(9) To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Respectfully submitted,

KOLISCH, HARTWELL, DICKINSON,
McCORMACK & HEUSER



Charles H. DeVoe
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of Attorneys for Applicants

TOTAL NUMBER OF PAGES,
INCLUDING COVER SHEET,
ATTACHMENTS, AND DOCUMENT: 50

IN TESTIMONY WHEREOF, I have hereunto set my hand this 28th day of

April, 1999.

Dan Pasturski
Darian Pasturski

Witness:

Alice Lima
(Name)

809 Cranbrook
(Address)

Perrance, Ca
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 28 day of

April, 1999.

Joe Scully
Joe Scully

Witness:

Alice Lima
(Name)

809 Cranbrook
(Address)

Perrance, Ca.
(City, State)

ASSIGNMENT

WHEREAS, we, Jill E. Barad of Los Angeles, County of Los Angeles, State of California; Jeanette Corcuera of Manhattan Beach, County of Los Angeles, State of California; Greg Vineyard of Los Angeles, County of Los Angeles, State of California; Darian Pasterski of Palos Verdes Estates, County of Los Angeles, State of California; Joe Scully of Manhattan Beach, County of Los Angeles, State of California; John Watson of Placentia, County of Orange, State of California; Roy Kaneshiro of San Pedro, County of Los Angeles, State of California; Brian Channell of Redondo Beach, County of Los Angeles, State of California; Jean Chu of San Gabriel, County of Los Angeles, State of California; Nancie Martin of Culver City, County of Los Angeles, State of California; Simon Cheung Shu Keun of Hong Kong; and Li Tak Chee of Hong Kong, respectively, have invented certain improvements in PERSONALIZED TOY AND METHOD FOR MANUFACTURING AND DELIVERING THE SAME, for which we have executed an application for Letters Patent of the United States on the date we executed this Assignment as hereinafter set forth.

WHEREAS, Mattel, Inc., a Delaware corporation, having its principal place of business in El Segundo, County of Los Angeles, and State of California, is desirous of acquiring an interest therein:

NOW, THEREFORE, for other good and valuable consideration, we the said Jill E. Barad, Jeanette Corcuera, Greg Vineyard, Darian Pasterski, Joe Scully, John Watson, Roy Kaneshiro, Brian Channell, Jean Chu, Nancie Martin, Simon Cheung Shu Keun, and Li Tak Chee, have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto the said Mattel, Inc., the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries and the entire right,

title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions in any and all foreign countries and in and to any and all divisions, reissues, continuations and extensions thereof.

We hereby authorize and request the Patent Office officials in the United States and any and all foreign countries to issue any and all of said Letters Patent, when granted, to the said Mattel, Inc., as the assignee of our entire right, title and interest in and to the same, for the sole use of the said Mattel, Inc., its successors and assigns.

Further, we agree that we will communicate to the said Mattel, Inc., or its representatives any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitution, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to the said Mattel, Inc., make all rightful oaths and generally do everything possible to aid the said Mattel, Inc., its successors and assigns, to obtain and enforce proper protection for said invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 10th day of

May, 1999.


Jill E. Barad

Witness:

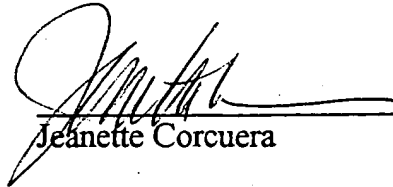
Alice M. Sato
(Name)

4649 W. 133rd St.
(Address)

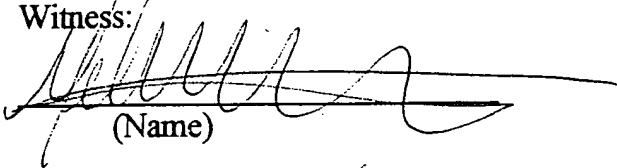
HAWTHORNE, CA 90250
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 18 day of

May, 1999.


Jeanette Corcuera

Witness:


(Name)

202 Byron St
(Address)

East Boston, MA 02128
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of

_____, 1999.

Greg Vineyard

Witness:

(Name)

(Address)

(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of

_____, 1999.

Jeanette Corcuera

Witness:

(Name)

(Address)

(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 05th day of

May, 1999.

Gregory A. Vineyard
Greg Vineyard

Witness:

Alice Luna
(Name)

809 Cranbrook Ave
(Address)

Porter, Ca
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 28 day of

April, 1999.


John Watson

Witness:

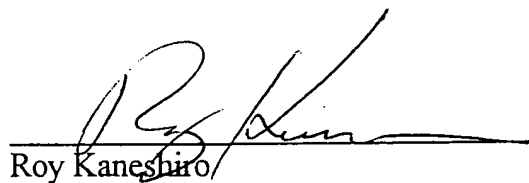
Michele Anna
(Name)

809 Cranbrook
(Address)

Orange, Ca
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 28th day of

April, 1999.


Roy Kaneshiro


Witness:

Michele Anna
(Name)

809 Cranbrook
(Address)

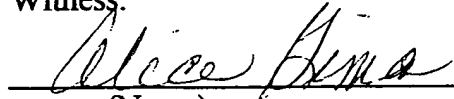
Orange, Ca
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 4/28 day of
1999.

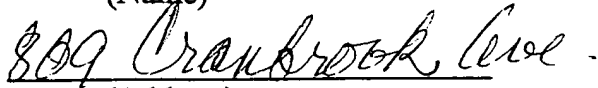


Brian Channell

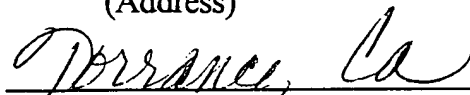
Witness:



(Name)



(Address)




(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 28th day of
APRIL, 1999.




Jean Chu

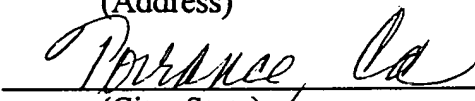
Witness:



(Name)



(Address)



(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 28th day of

Ann, 1999.

Nancie Martin

Witness:

Sandra Z. Robillard
(Name)

2621 5th St
(Address)

Santa Monica, CA 90405
(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of

_____, 1999.

Simon Cheung Shu Keun

Witness:

(Name)

(Address)

(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ day of

_____, 1999.

Nancie Martin

~~Witness:~~


(Name)

(Address)

(City, State)

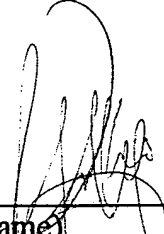
IN TESTIMONY WHEREOF, I have hereunto set my hand this 10th day of

MAY, 1999.



Simon Cheung Shu Keun

Witness:



(Name)

11/F, South Tower, World Finance Center
Harbour City, Tsimshatsui, Kowloon

(Address)

Hong Kong

(City, State)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7th day of

MAY, 1999.

Li Tak Chee
Li Tak Chee

Witness:



(Name)

STEPHEN T. KWAN

4 AH KUNG NGAM VILLAGE ROAD

(Address)

4/F LOI SHING INDUSTRIAL BUILDING

SATUKILAN, HONG KONG

(City, State)